

PRESS KIT



ELFIE SEMOTAN

Position and Pose

05.05. - 29.08.21

PRESS RELEASE



Elfie Semotan

o.T. (Hair Story),
New York, 1997/2021
© Elfie Semotan, Courtesy:
Studio Semotan



Elfie Semotan

o. T. (Inspired von Roy
Lichtenstein), New York,
2003/2012
© Elfie Semotan, Courtesy:
Studio Semotan and Galerie
Gisela Captain, Cologne



Elfie Semotan

o.T., Marfa, Texas, 2016/2020
© Elfie Semotan, Courtesy: Studio
Semotan and Gabriele Senn Galerie, Wien

Elfie Semotan. Position and Pose

05.05. – 29.08.21

Press Briefing: TUE 04.05.21, 10:00–13:00

Austrian **photographer Elfie Semotan** became **internationally known** for her fashion and advertising photography. Her photographic approach has been guided from the beginning by the idea of capturing a person's personality. Semotan **stages and constructs multifaceted stories** within the image format.

She often uses the **visual arts** as a **source of inspiration**. Adaptations and homages to works of art and artists can be found in several of her series, such as *Inspired by Lucian Freud* (1997), *Präraffaeliten* (2005) and in works that refer to iconic images by famous photographers such as Diane Arbus, John Coplans, Robert Frank or Irving Penn.

In addition to art historical quotations, her passion for art is also reflected in her portraits of **artists and studio photographs**: for example, of Marina Abramovic, Louise Bourgeois, Bruno Gironcoli, Raymond Pettibon or Franz West. The individual expression of the sitters is a consistent characteristic of these photographs. In the studio photographs, it is her attentive view of the space itself that makes them special.

For Semotan, nature is a place of retreat and creativity. Her origins and her house in rural southern Burgenland, which she occupies alongside domiciles in Vienna and New York, play an important role here. Whether analogue or digital, photographed in black and white or in colour, Semotan has captured moments of the poetic in her **landscape photographs and still lifes**.

*"Elfie Semotan is certainly the most internationally renowned Austrian photographer. The retrospective **Position and Pose** shows her comprehensive artistic oeuvre of the last 60 years, from fashion and advertising photography, haunting portraits, to her touching landscape photographs and still lifes."* - Bettina Leidl, Director KUNST HAUS WIEN

On the occasion of her 80th birthday, KUNST HAUS WIEN pays tribute to Elfie Semotan with a comprehensive retrospective. The exhibition ***Position and Pose*** spans six decades of her work and makes Semotan's photographic cosmos tangible with specific approaches to the medium of photography. Around 150 works from her diverse artistic oeuvre will be on display.



Elfie Semotan

o.T. (Floor Dance), New York, 1998/2015

© Elfie Semotan, Courtesy: Studio Semotan

"KUNST HAUS WIEN continuously deals with artistic photography, and I am pleased to be represented there with my works. The exhibition composition is extravagant, my photographs are not presented chronologically, but from a new intuitive and innovative point of view." - Elfie Semotan, artist

Elfie Semotan, born in Wels in 1941, attended the Hetzendorf fashion school in Vienna and then went to Paris at the age of 20. There she worked as a mannequin for several years and gained insight into the world of fashion and photography. Elfie Semotan successfully and publicly shaped the Austrian fashion and advertising scene. In the 1990s Semotan photographed fashion spreads for major labels with models such as Naomi Campbell or Cordula Reyer and portraits of famous personalities. Her photographs appear in international magazines such as Vogue, i-D, Elle, Esquire, Marie Claire, Harper's Bazaar and The New Yorker. Elfie Semotan lives in Vienna, New York and Jennersdorf/Burgenland



Elfie Semotan

Self Portrait, 2020

© Elfie Semotan, Courtesy:
Studio Semotan

EXHIBITION DETAILS

Exhibition venue	KUNST HAUS WIEN Untere Weissgerberstrasse 13, 1030 Vienna
Curators	Bettina Leidl and Verena Kaspar
Exhibition run	05.05. – 29.08.21
Press Briefing	Tuesday, 04.05.21, 10:00–13.00 Registration required via presse@kunsthawien.com
Programme	Tuesday, 11.05.21, 18:30 Online Panel Discussion Women in the mirror - between external perception & self-reflection In German Moderator: Liane Seitz, Fashion and communication expert Limited number of participants, registration required: anmeldung@kunsthawien.com Conditions of participation according to current Covid 19 protection measures Wednesday, 09.06.21, 18:30 Panel Discussion Stairway to Brand Heaven & Hell. A talk with brand experts from different generations Moderator: Ulrike Tschabitzer-Handler, Co-owner brand unit Limited number of participants, registration required: anmeldung@kunsthawien.com Conditions of participation according to current Covid 19 protection measures Monday, 21.06.21, 19:00 Screening & Talk Elfie Semotan, Photographer (Joerg Burger, 2019) Followed by a talk between Elfie Semotan and curator Verena Kaspar Filmcasino, 1050 Vienna Tickets from mid-May on www.filmcasino.at

Wednesday, 25.08.21, 18:30

Artist Talk

Daniel Kalt, Editor-in-Chief Die Presse Schaufenster,
in conversation with Elfie Semotan

Limited number of participants, registration required:
anmeldung@kunsthawien.com

Conditions of participation according to current Covid
19 protection measures



Publication

Elfie Semotan. Haltung und Pose
with text by John Wray
177 Pages, Hardcover
German and English
ISBN 978-3-903334-20-5
Publisher: FOTOHOF edition



Editions

Elfie Semotan
Cordula Reyer, Puszta, Hungary, 1990
30 x 37 cm, Edition 30
signed
€ 280,-



Elfie Semotan
o. T., BGLD, 2015
30 x 40 cm, Edition 30
signed
€ 280,-

Opening hours

Daily 10:00-18:00

Admissions

Museum Hundertwasser € 11
Elfie Semotan. Position and Pose € 9
Combined ticket for both exhibitions € 12
Annual ticket € 22
Adolescents aged 11 to 18 and students € 5
Free for children under 10 years
Free admission to the Garage venue

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KUNST HAUS WIEN is an enterprise of Wien Holding and is supported by the Department for Cultural Affairs of the City of Vienna (MA 7).



PRESSEBILDER

PRESS IMAGES

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Elfie Semotan. Position and Pose

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o.T. (Hair Story), New York, 1997/2021

© Elfie Semotan, Courtesy: Studio Semotan



Elfie Semotan

o. T. (Inspiriert von Roy Lichtenstein), New York, 2003/2012

© Elfie Semotan, Courtesy: Studio Semotan und Galerie Gisela
Captain, Köln



Elfie Semotan

Self Portrait, 2020

© Elfie Semotan, Courtesy: Studio Semotan



Elfie Semotan

*o.T. (Madonna mit Hunden), Renaissance, New York,
2005/2013*

© Elfie Semotan, Courtesy: Studio Semotan



Elfie Semotan

Cordula Reyer (Puszta), Hungary, 1990/2013

© Elfie Semotan, Courtesy: Studio Semotan



Elfie Semotan

Vivien Solari (Lifes Moves Fast), New York, 2000/2008

© Elfie Semotan, Courtesy: Studio Semotan



Elfie Semotan

o.T. (Black Headband), New York, 1998/2012

© Elfie Semotan, Courtesy: Studio Semotan



Elfie Semotan

o.T., Marfa, Texas, 2016/2020

© Elfie Semotan, Courtesy: Studio Semotan und Gabriele Senn
Galerie, Wien



Elfie Semotan

o.T. (Inspiriert von Diane Arbus), Americana, Wien, 2018/2020

© Elfie Semotan, Courtesy: Studio Semotan



Elfie Semotan

o.T. (Floor Dance), New York, 1998/2015

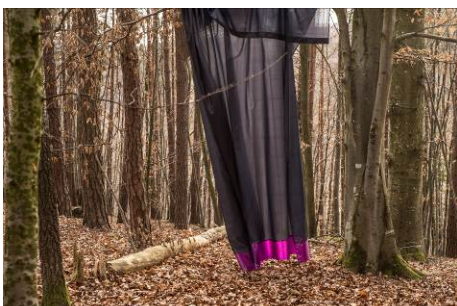
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Elfie Semotan

o.T., BGLD, 2015/2021

© Elfie Semotan, Courtesy: Studio Semotan



Elfie Semotan

o.T., BGLD, 2017/2021

© Elfie Semotan, Courtesy: Studio Semotan



Elfie Semotan

Martin Kippenberger in Issey Miyake, Wien, 1996/2021

© Elfie Semotan, Courtesy: Studio Semotan



Elfie Semotan

Self-Portrait, New York, 2000/2021

© Elfie Semotan, Courtesy: Studio Semotan

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